

## Expanding the Assessment Space

### Sponsorship and Exhibitor Information

We invite you to join 2021 IPAC annual conference!

Your organization has the unique and priceless opportunity to build connections with top professionals, academics, and talent in HR, I-O Psychology and related fields. The typical conference attendee breakdown includes: 34% from private companies (mostly consultants), 34% from local governments, 15% from federal government agencies (domestic and international), 11% academics, and 6% state or regional governments.

IPAC is the leading organization of applied Human Resources selection and assessment professionals, with members actively engaged in practice, research, and training to meet the needs of both public and private-sector organizations.

Sponsorship Levels include Gold, Silver, and Bronze, plus several options for add-ons. Each level offers various options to highlight and represent your organization.

***The 2021 IPAC conference will be held virtually on the Socio platform, which will be accessible through both mobile app and on the web. Virtual booths will be held each day of the conference.***

**2021 IPAC Conference Vendor & Sponsor Chair,**

**Alexis Avery**

[sponsor@ipacweb.org](mailto:sponsor@ipacweb.org)

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#### Gold Level Sponsorships

As one of the leading sponsors, you can choose one of the following recognitions.

These two virtual events will be the social highlights of the of the conference. These get togethers will be a great opportunity for members to network and talk shop in a casual and comfortable environment.

- Choose to host one of the following options:

#### Monday Night Cocktail Hour (\$1,750)

#### Game Night Tuesday Night (\$1,750)

- Virtual exhibitor booth that has the ability to:
  - Include your logo, contact info, web URL, email address, phone number, HQ city & state)
  - Add your own content (e.g. literature, videos, speaker links, case studies, product videos, etc.)
  - To set up virtual chat room option within your booth (set up 3 booths for face time with group of attendees) lunch n' learn, product demo, information session etc. **[Gold Sponsorship Only]**
  - To set up 1:1s with vendor and attendee
  - To communicate through your own private chat box
- Search attendee profile to seek out those who match your prospect profile
- Two complimentary full conference registrations
- Rotating banner advertisement within mobile and online application
- *Pre- and post- conference* attendee mailing lists
- Recognition on the IPAC Conference website
- Logo on materials promoting the conference

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#### Silver Level Sponsorships

The Silver Sponsor experience includes:

- **Morning Check-in/Lunch Break (\$625)**

**During the break, we will display a 30 second video of your choice. This is a great opportunity to engage the conference audience in a certain subject matter or expertise.**

- Virtual exhibitor booth that has the ability to:
  - Include your logo, contact info, web URL, email address, phone number, HQ city & state)
  - Add your own content (e.g. literature, videos, speaker links, case studies, product videos, etc.)
  - To set up 1:1s with vendor and attendee
  - To communicate through your own private chat box
- Search attendee profile to seek out those who match your prospect profile
- One complimentary full conference registration
- Rotating banner advertisement within mobile and online application
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#### Bronze Level Sponsorship

##### Exhibitor Space \$325

- Virtual exhibitor booth that has the ability to:
  - Include your logo, contact info, web URL, email address, phone number, HQ city & state)
  - Add your own content (e.g. literature, videos, speaker links, case studies, product videos, etc.)
  - To set up 1:1s with vendor and attendee
  - To communicate through your own private chat box
- Search attendee profile to seek out those who match your prospect profile
- One complimentary full conference registration
- Rotating banner advertisement within mobile and online application
- *Pre- and post- conference* attendee mailing lists
- Recognition on the IPAC Conference website
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#### Additional Options

*Conference registration is not included. Pre- and Post-Conference Mailing Lists are included.*

##### Video Ad presentation \$400

Increase your organization's visibility by sharing your knowledge and/or telling a story. Position your organization as an expert in the field by producing a thought leadership video on a topic that highlights your organizations' s expertise. Tell a story of a client issue, how you solved it, and the lessons learned.

##### Social Media Post \$350

One Twitter OR LinkedIn social media post per month up until the conference Month of July 2021.

##### Banner Advertisement within Mobile App \$250

Conference attendees using the mobile application will consistently see your company logo across the application screen.

##### Push Notifications \$250

At different points throughout the conference, notifications will be sent to all of the participants to encourage engagement. Your organization will be noted on each notification as a sponsor of the notification.

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#### Deadlines & Payments

To be a sponsor, please register online by May 31, 2021. Payment must be received by Natasha Riley at the address listed on sponsor agreement on or before June 29, 2021. See Terms and Conditions for payment and cancellation policies.